

Message Text

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PAGE 01 STATE 249611

20

ORIGIN ARA-10

INFO OCT-01 ISO-00 EB-11 PER-05 COME-00 MMS-03 SS-20 SPC-03

ABF-01 /054 R

DRAFTED BY ARA/BR:JSLATTERY:GJB

APPROVED BY ARA/BR:SLOW

ARA/MGT:KACKERMAN

ARA/ECP:WKNEPPER

EB/CBA/OCA:NSLAKAS (DRAFT)

CA/FS/ARA:SKRYS (DRAFT)

COMMERCE:PRINDERVILLE (PHONE)

ARA:DSZABO (INFO)

----- 076879

R 220048Z DEC 73

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS STATE 249611

E.O. 11652: N/A

TAGS: APER, BR

SUBJECT: MARKET ANALYSIS TEAM

REF: A) BRASILIA 7025, B) STATE 238125, C) STATE 244536

D) SCARRITT - SLATTERY TELCON OF DEC. 20, 1973.

1. SPECIAL WORKING GROUP ON COMMERCIAL OPPORTUNITIES IN BRAZIL VIEWS COMPREHENSIVE SURVEY OF BRAZILIAN MARKET AS NECESSARY NEXT MOVE TO PERMIT U.S. TAKE FULL ADVANTAGE OF CURRENT AND PROJECTED COMMERCIAL SITUATION IN BRAZIL. WORKING GROUP THEREFORE HAS PROPOSED THAT A SPECIAL MARKET RESEARCH TEAM BE FORMED FOR THIS PURPOSE. RESEARCH DESIGN HAS BEEN WORKED OUT WITH COMMERCIAL COUNSELOR BERLIN DURING HIS RECENT CONSULTATION HERE.

2. PROPOSED TEAM WOULD CONSIST OF FOUR MEMBERS: TEAM LEADER AL STERLING, PETER FIELD AND ROBERT BATEMAN OF COMMERCE
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PAGE 02 STATE 249611

AND EUGENE SCHREIBER OF STATE. DEPT. PROPOSES THAT

COMMERCIAL COUNSELOR BERLIN ACT AS COORDINATOR OF TEAM'S WORK. AFTER PRELIMINARY PREPARATIONS IN WASHINGTON, THE TEAM WOULD BEGIN ITS IN-COUNTRY SURVEY ON OR ABOUT JANUARY 28, 1974, WITH THE AIM OF COMPLETING THE SURVEY IN THREE MONTHS.

3. DEPT. BELIEVES SUCH A TEAM WILL FULFILL REQUEST FOR TWO MARKET ANALYST POSITIONS IN FY 74 MADE IN PARAGRAPH 4A OF REFTEL A.

4. SCHREIBER'S ETA RIO CHANGED FROM THAT OF REFTEL C TO APPROXIMATELY JAN 28. IF THIS ACCEPTABLE, SCHREIBER WILL BE UNABLE GET PORTUGUESE LANGUAGE TRAINING IN WASHINGTON. THEREFORE, DEPT. RECOMMENDS INDIVIDUAL INSTRUCTION FOR HIM AT POST OF ONE OR TWO HOURS PER DAY. SINCE WE BELIEVE SCHREIBER'S PARTICIPATION IN MARKET ANALYSIS WILL LARGELY COINCIDE WITH REQUIREMENTS FOR ORIENTATION FOR MINERALS POSITION, WE EXPECT POST TO COVER HIS IN-COUNTRY AIR TRAVEL AND PER DIEM DURING THE THREE-MONTH SURVEY.

5. REQUEST TELEGRAPHIC RESPONSE TO PROPOSAL AS SOON AS POSSIBLE.

6. IF PROPOSAL ACCEPTABLE, A) WE WILL FORWARD FISCAL DATA FOR TEAM'S EXPENSES NOT COVERED BY PARA 4 ABOVE, B) WE REQUEST SAO PAULO MAKE RESERVATIONS AT SAO PAULO HILTON FOR ONE WEEK STARTING JAN. 27 FOR STERLING, FIELD AND BATEMAN, AND STARTING JAN. 28 FOR SCHREIBER, AND C) TEAM WOULD APPRECIATE SHORT MEETING WITH BERLIN SHORTLY AFTER ARRIVAL. RUSH

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